

Brand identity.

Quick-start guide for a suitable implementation
of our brand identity.

SECO

Wordmark



Composition and logo clear space, usage guidelines,
positive/negative versions with and without tagline.

Wordmark

Composition and clear space.

Calculate the clear space for the SECO logo by multiplying X by the height of the word 'SECO'. Apply this measure to all four sides of the logo to create a clear space.

By following these simple rules, you will preserve the integrity and the visual effect of our SECO logo, thus guaranteeing a coherent and distinctive use of the brand identity.

In the version with the payoff, add X/2 to the clear space to guarantee the correct distance between other elements and the payoff.



Positive

SECO

Negative

SECO

Positive



Negative



How to use the wordmark

Do not deform, rotate, incline or adjust the original size of the wordmark.

Do not change its colour or add a gradient effect or other effects to the wordmark.

See a few examples of mistakes on the right.

In some contexts, it may be necessary to apply the wordmark to backgrounds other than white or black. In these cases, you must apply the most suitable version (positive or negative) of the wordmark to ensure the appropriate contrast with the background colour.

We provided a few examples that are also applicable to the logo with the payoff version.



Do not deform



Do not rotate



Do not resize



Do not change the colour



Do not add a gradient effect



Do not add other effects



Do not add other effects



Do not add other effects



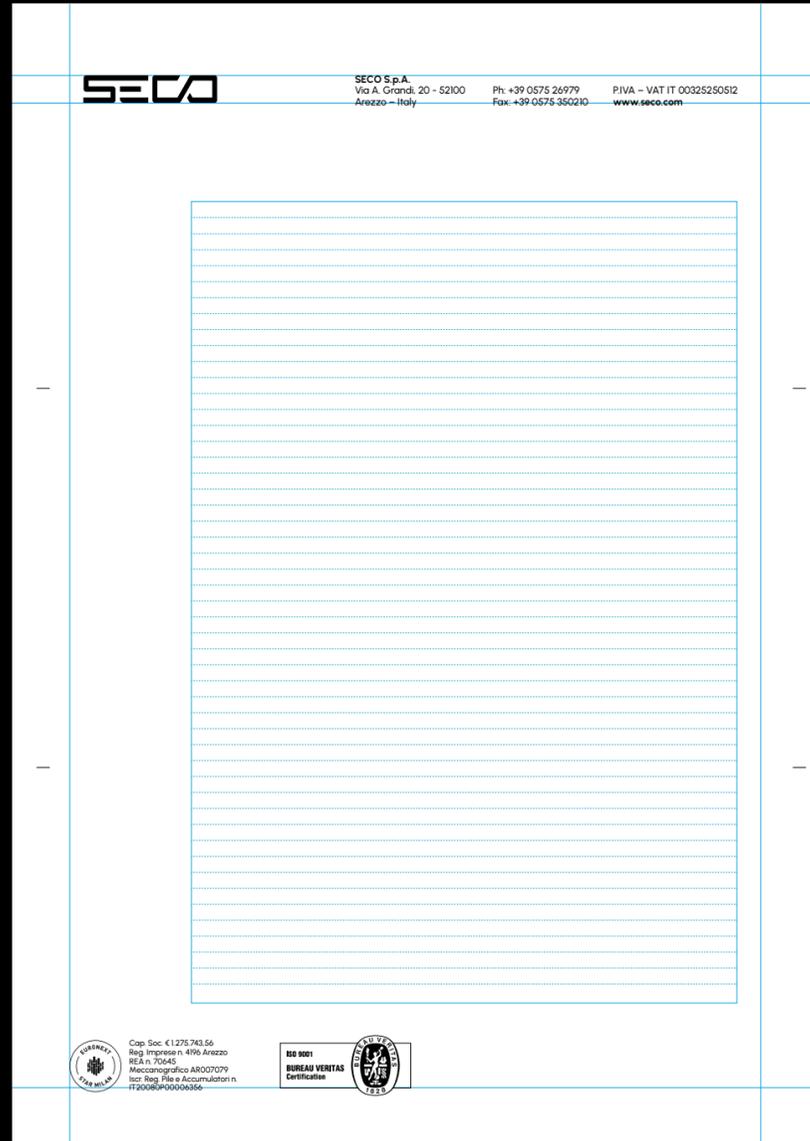
Do not jeopardize visibility

Positive



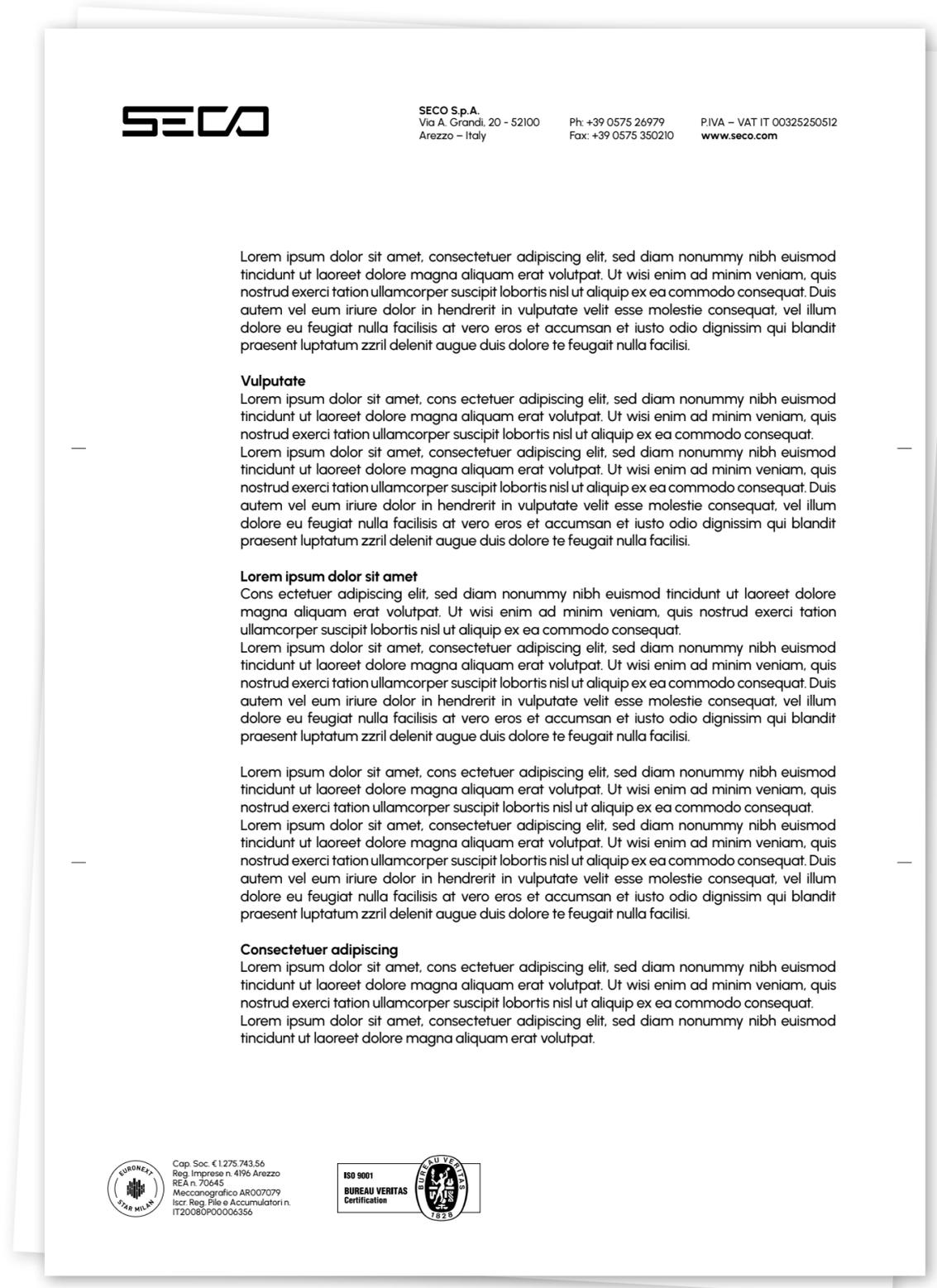
Negative





Always print with one colour on 80-g paper.
Use paper documents only when it is strictly necessary.

If it is necessary to add logos of certification bodies or other third-party logos, include them in the footer in the original versions.





The SECO logo was designed to be shown in small sizes without affecting the original design.
You may resize the SECO logo to a minimum size where $Y = 1.7 \text{ mm}$.





Y= 8 mm



The SECO logo with the payoff was designed to be shown in small sizes without affecting the original design.



Y= 8 mm



Logo



Meaning, rules, and examples of brand application.

Logo

The SECO logo is a symbol designed to represent the company through the infinity sign in the wordmark.

The sign, which combines the last two letters of the word 'SECO', must always be paired with the payoff – **'Endless ways to the future'** – and appear complementary to the SECO wordmark.



Front





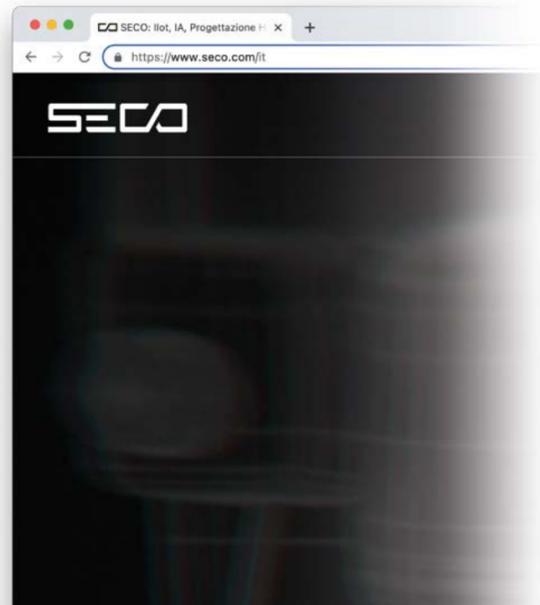
Endless ways to the future



Endless ways to the future



The only two situations in which you may use the logo without the payoff are the Favicon or an app icon.



Guarantee the payoff legibility by respecting the rule: $Y = \text{less than or equal to } 13 \text{ mm}$.

Typoo



Font families and rules to use the fonts.

gra**ph**y

Titles
Urbanist
Bold

Urbanist font.

Subtitles
Urbanist
Medium

Neutral, modern
and versatile font.

Body
Urbanist
Regular

The urbanist font is a sans-serif font inspired by modernist design and typography.

Thanks to its wide range of weights, Urbanist is a versatile font that is suitable for visualization on printed and digital media.

The new SECO brand identity uses this family of fonts and, preferably, the weights specified in the following table.

Urbanist

Super
Urbanist
Black

Colour palette

The new brand identity is based on the use of two achromatic colours: black and white.

The choice was made according to fundamental principles such as sustainability, clarity and message appeal.

Use them to reduce your carbon footprint as they allow you to turn off the largest possible amount of display LEDs

Reduce the use of ink and make good use of your printing surface to facilitate recycling.

B

Black
Pantone 419 C
RGB 13/13/15
CMYK 86/74/61/90
HTML # 0D0D0F

W

White
Pantone n.d.
RGB 243/239/239
CMYK 0/0/0/0
HTML # F3EFEF

&

Red
Pantone 200 C
RGB 186/12/47
CMYK 0/100/76/13
HTML # BA0C2F

Additional colours for the web



#000000
rgb (0,0,0)



#151517
rgb (21,21,23)



#232222
rgb (35,34,34)



#FFFFFF
rgb (255,255,255)

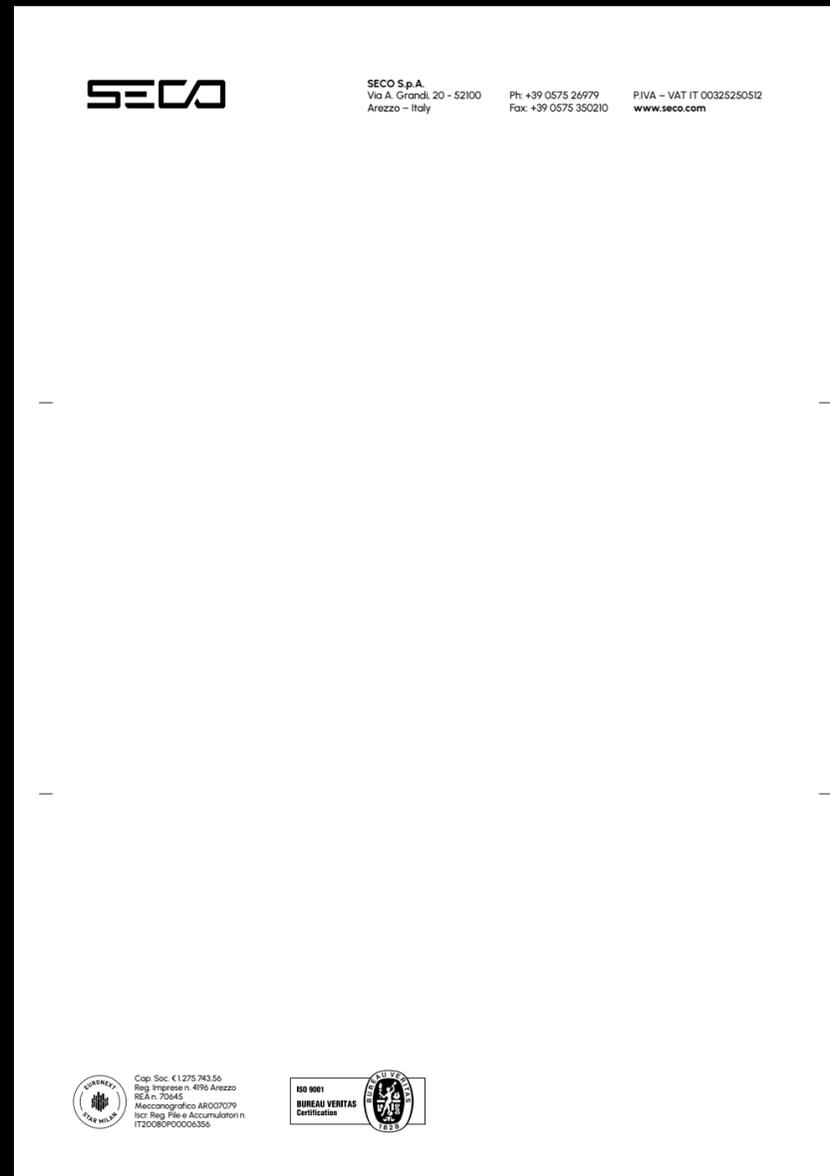


#F2F2F2
rgb (242,242,242)

In the digital context, additional colours are required to reduce the high contrast between solid black and solid white because such colours may cause slight eye fatigue.

This is why we added two very-light grey colours to the palette to use in combination with the main colours.

Headed paper



In case of printed documents, only use black-and-white printing on white paper to reduce pollution from inks.

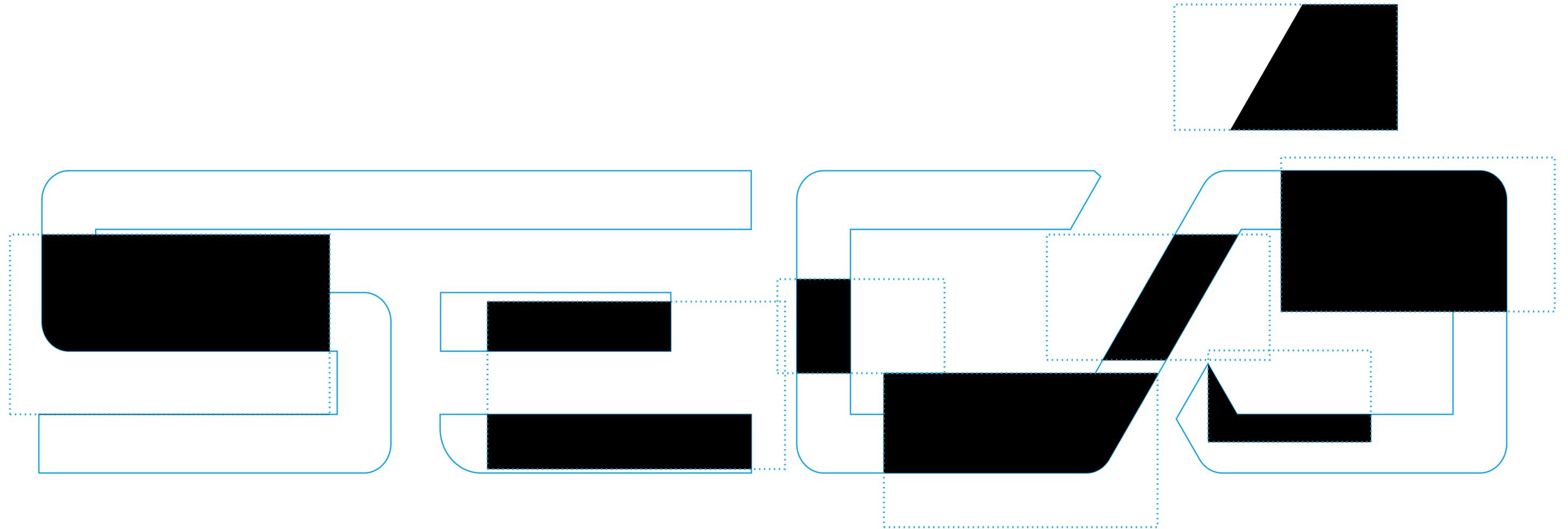
Digital presentation



For digital apps, we recommend black backgrounds to reduce the impact on the energy consumption of your devices. In any case, for this kind of material, you may use white backgrounds or photographic backgrounds depending on the content.

Shapes

Secondary graphic design elements.



The geometric shapes used to compose the content layout were obtained from the enlargement of certain portions of the SECO wordmark.

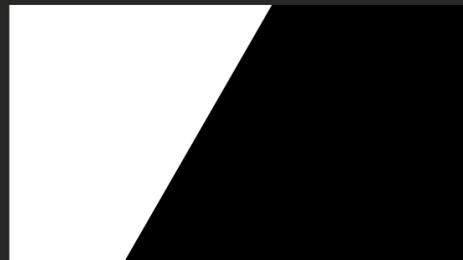
Use these shapes as suggested on the following page.



A1



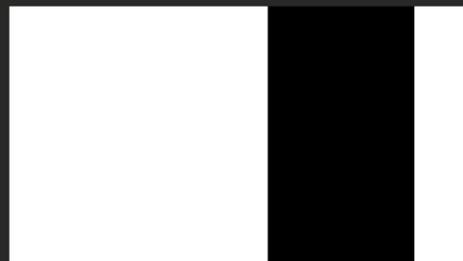
A2



A3



A4



B1



B2



B3



B4



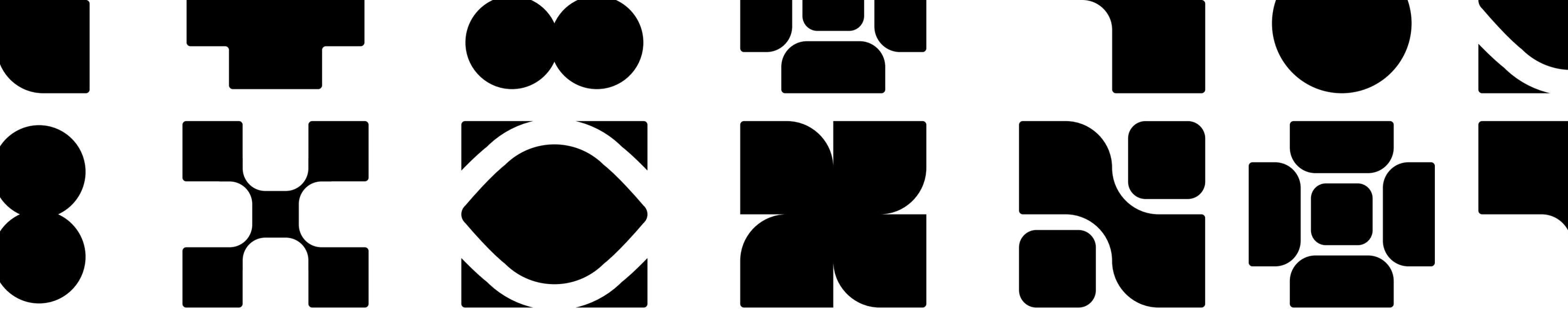
A2

The shapes of the A series (top left) may be used as containers for photographic images followed by descriptive text.

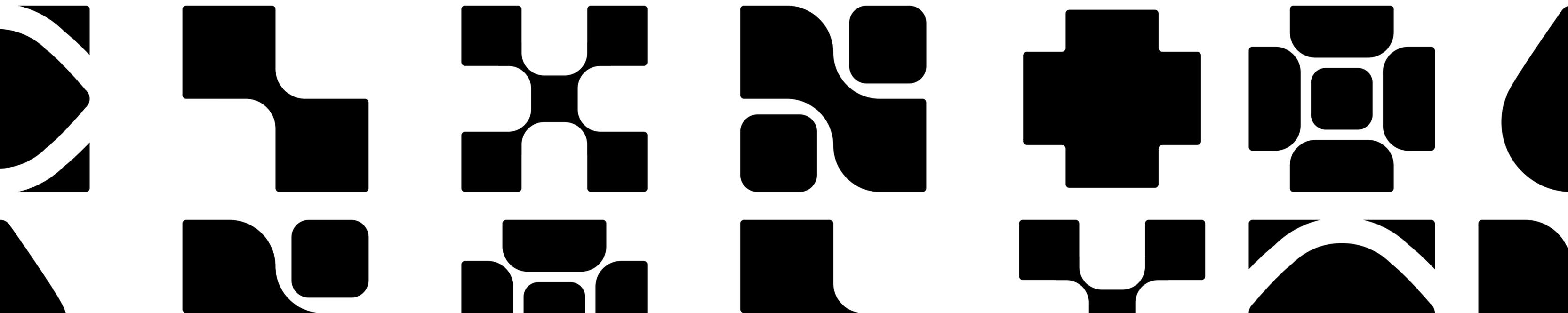


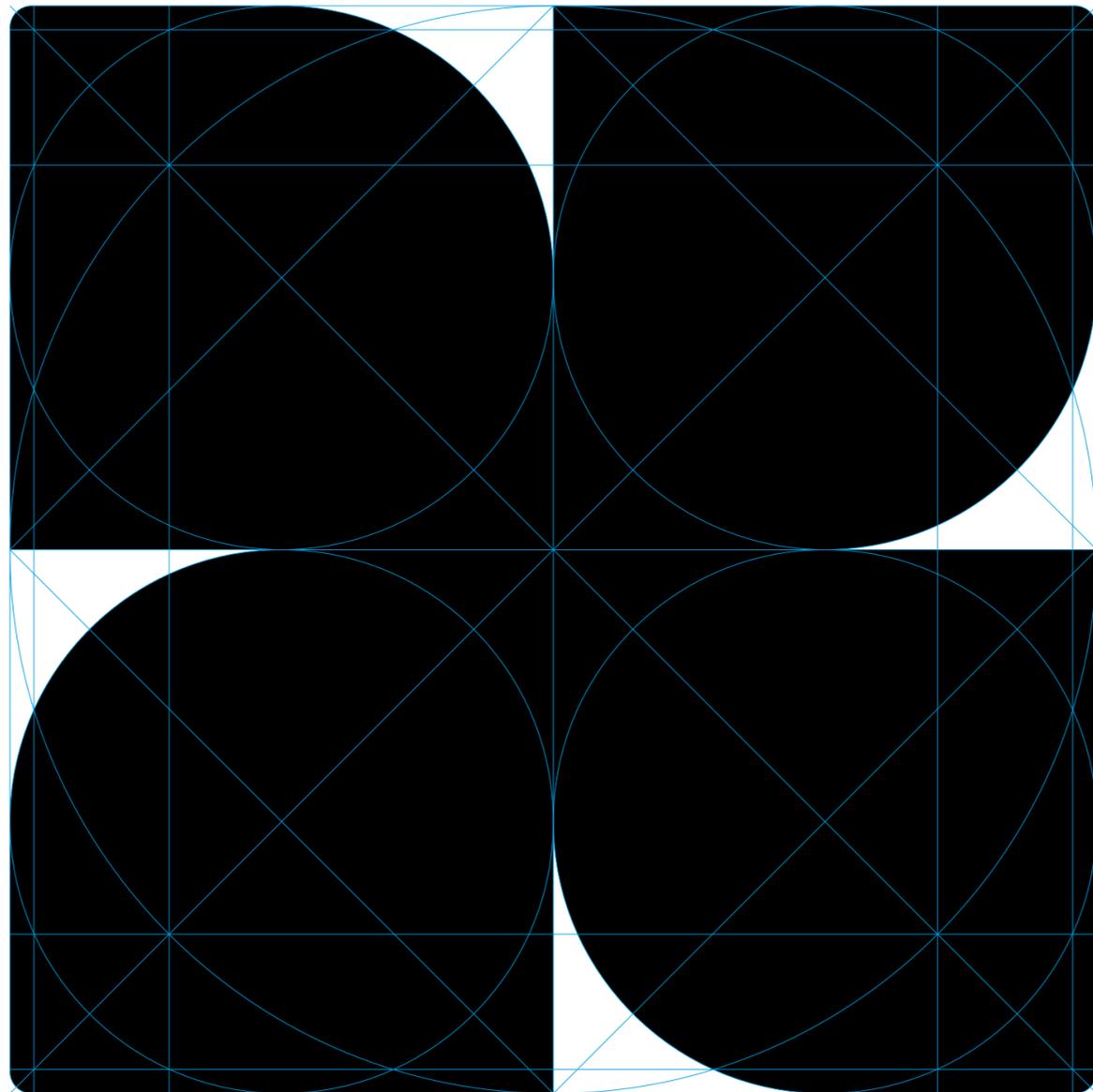
B2

The shapes of the B series (bottom left) may be paired with photographic elements and text to compose high-impact layouts compliant with the brand language.



Icon system





The essential nature of the icons and the alternation of negative and positive space through simple shapes facilitate the immediate memorization and association to the service that the icons refer to.

Construct the icons by using the grid on the left to join and intersect curved and straight lines.

In this way, the brand iconography will retrace the essential features of the wordmark.



**Industrial
Automation**



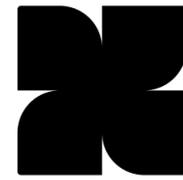
Transportation



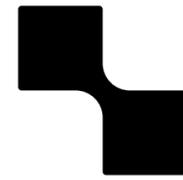
**Digital
Signage**

Right: the set of icons related to the fields of application of the SECO technology.

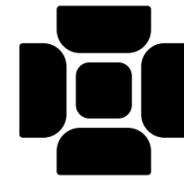
Bottom: a few examples of secondary icons you may use as tools to browse content (e.g. Digital, PPT)



Energy & Utilities



Transportation



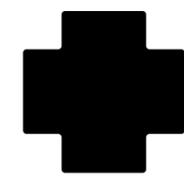
Digital Signage



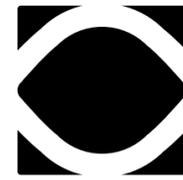
Industrial Automation



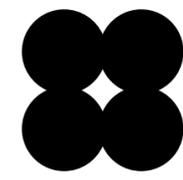
Coffee & Vending



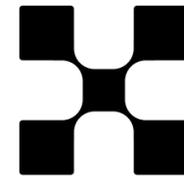
Medical



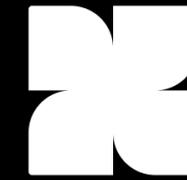
Safety & Surveillance



Smart Devices



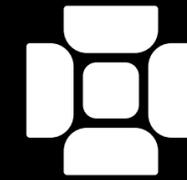
Smart Buildings & Smart Cities



Energy & Utilities



Transportation



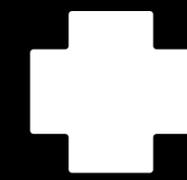
Digital Signage



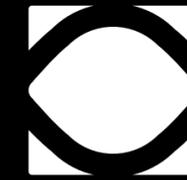
Industrial Automation



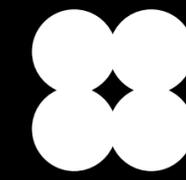
Coffee & Vending



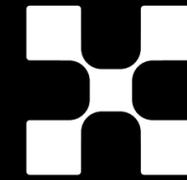
Medical



Safety & Surveillance



Smart Devices



Smart Buildings & Smart Cities

Applications and Services

Utility Tools



SECO
Bookmark



Favourites



Search



Arrow



Calendar



Pin



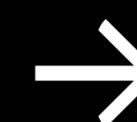
SECO
Bookmark



Favourites



Search



Arrow

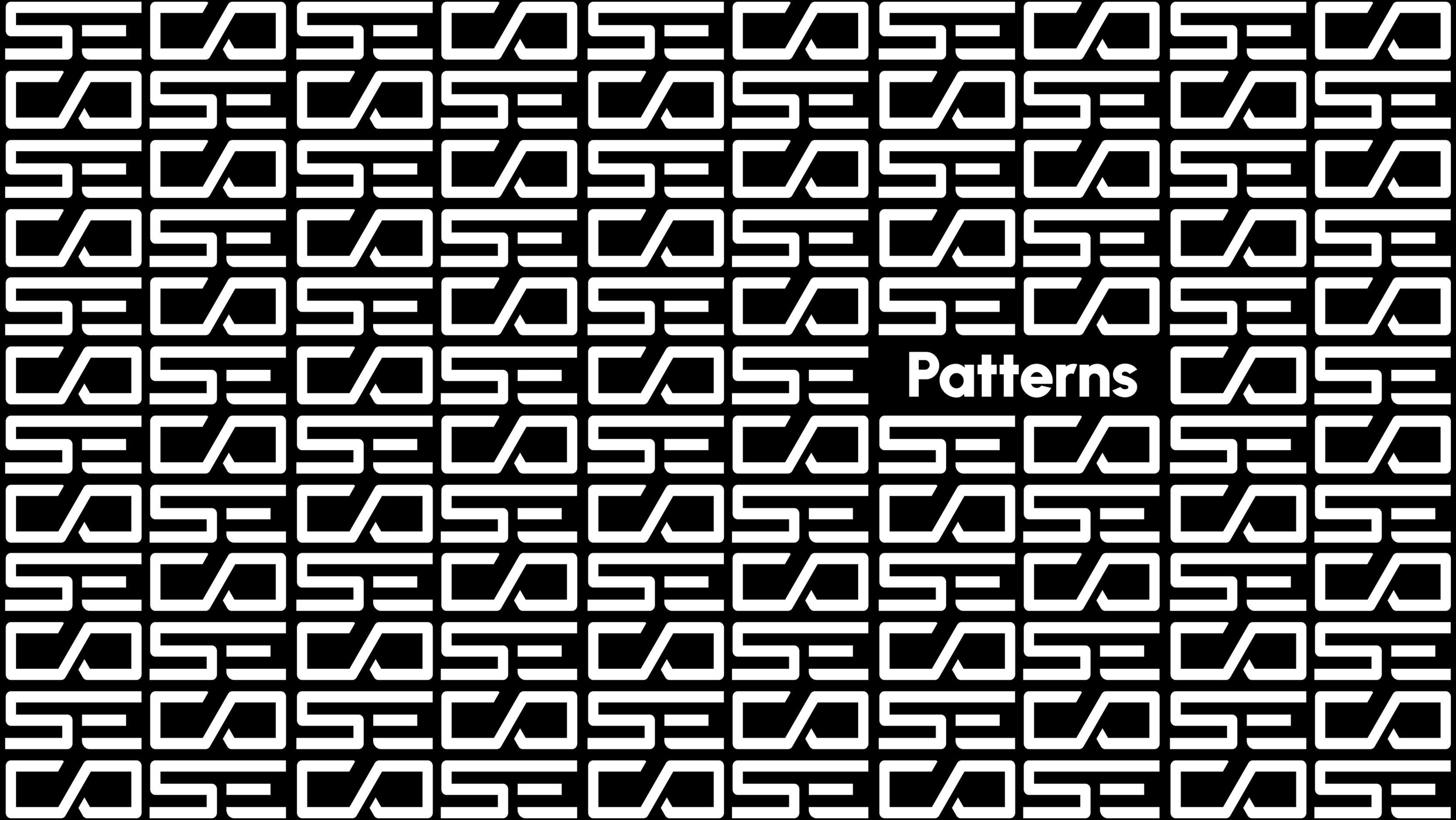


Calendar



Pin

Negative

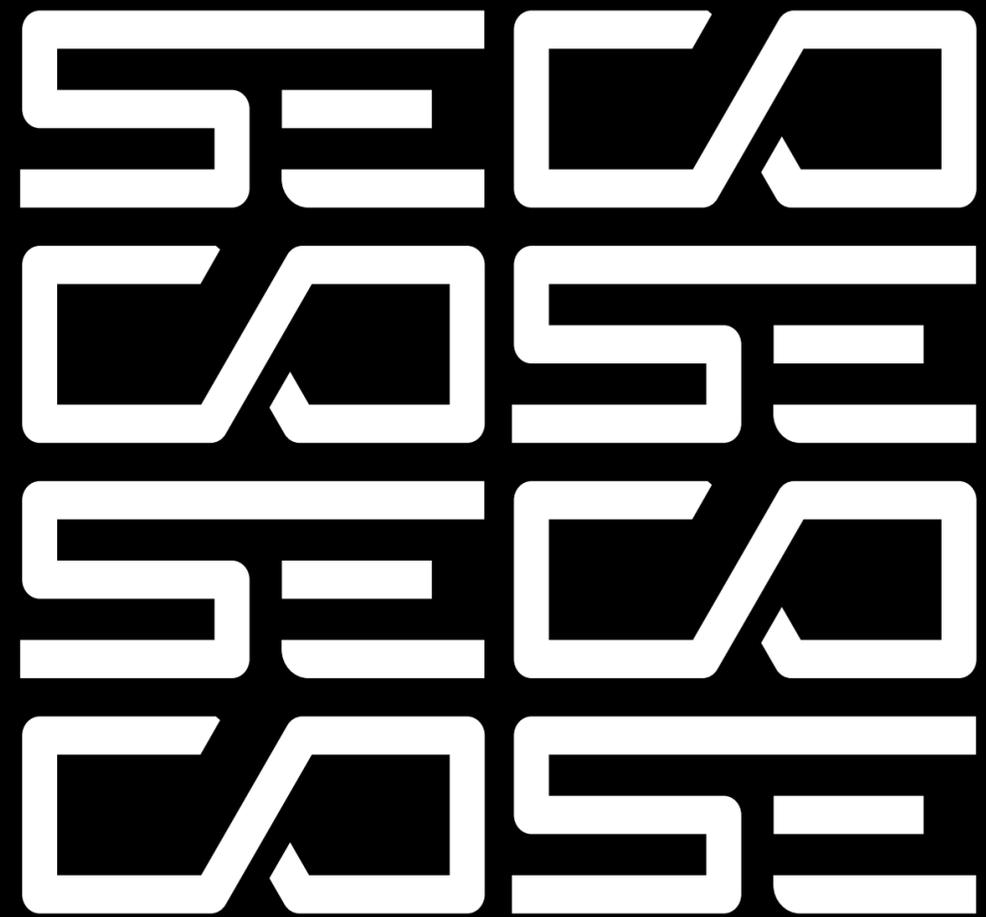


Patterns

Brand patterns

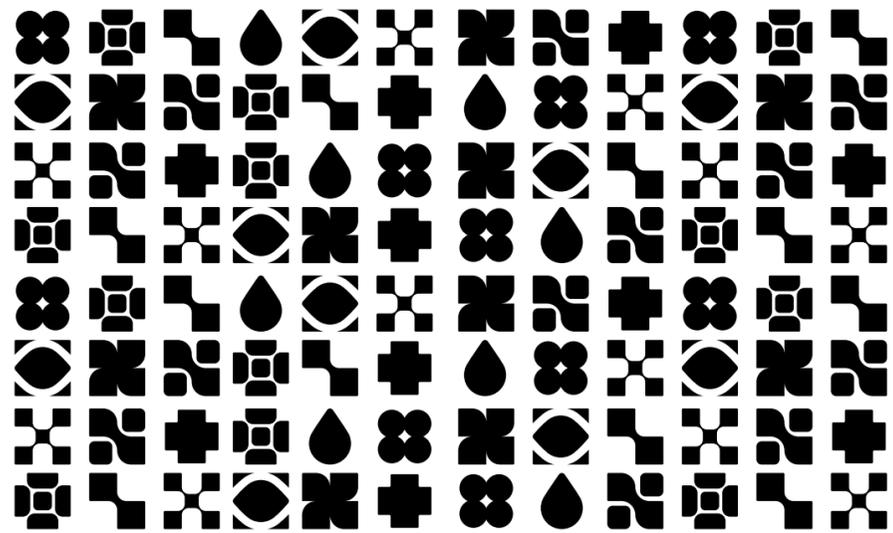
Use the brand patterns as secondary decorative elements, as you can see in the example.





Module for the
construction of the
brand pattern.

Secondary pattern



It was created by using the icons related to the products and services. It may be applied to every situation where you wish to underline the wide range of products and services offered by SECO.

You may use this pattern as a secondary decorative element to express the concept of **"Endless ways to the future"**



Endless ways to the future

SECO

Contact us for more information:

Simona Agostinelli
Chief Marketing Officer

simona.agostinelli@seco.com